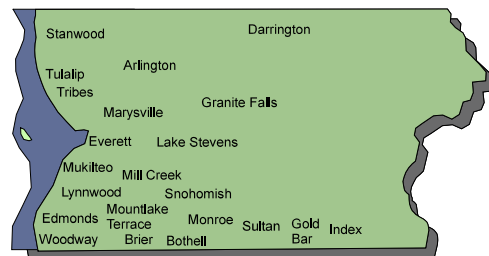


Snohomish County Tomorrow

A GROWTH MANAGEMENT ADVISORY COUNCIL



STEERING COMMITTEE MEETING

Wednesday, June 17, 2015
County East Administration Building, 1st Floor Public Meeting Room
3000 Rockefeller, Everett WA 98201
6:00 p.m. to 8:00 p.m.

MEETING MINUTES

Participating Jurisdictions/Members

Lake Stevens	Vern Little, Co-Chair
Snohomish	Karen Guzak, Vice-chair
Citizen Representative	Kara Briggs
Citizen Representative	Ellen Hiatt
Citizen Representative	Linda Hoult
CAB Representatives	Lindsey Legaspi, Peggy Dare

Other Attendees/Presenters:

Economic Alliance Snohomish County	Glenn Coil
SNOTRAC	Ann Gifford
Sound Transit	Patrice Hardy
Sound Transit	Kathy Leotta
PSRC	Ben Brackett
City of Lake Stevens	Becky Ableman-McCrory
City of Lake Stevens	Jeannie Ashe
Snohomish County Tourism Bureau	Amy Spain
Snohomish Co. Public Works	Bobann Fogard
Snohomish Co. Public Works	Doug McCormick
Community Transit	Kate Tourtellot
SCT Coordinator	Cynthia Pruitt

1. Call to Order:

The meeting was called to order at 6:06 p.m. by Co-chair Vern Little.

1.a. Roll Call

Roll call was taken as listed on page 1 of these minutes.

1.b. Citizen Comments

None.

1.c. Approval of Minutes (4-22-15)

Approval of April minutes was postponed until the July meeting.

2. Update Items

2.a. Summary of April PSRC Board Actions and Activities

Ben Brackett is the new PSRC representative to SCT. He introduced himself and mentioned that the Transportation Policy Board held a transportation summit at their last meeting. The goal of the summit was to discuss transit integration in the

region.

2.b. Economic Alliance Snohomish County

Glenn Coil of EASC mentioned that CEO Troy McClelland will be stepping down to return to the private sector. The North Stillaguamish Valley Economic Redevelopment study is nearly complete.

3. Action Items

3.a. Preliminary Approval of Agenda Bill - 2016 Dues Assessment

Mr. Little and Ms. Guzak said they support the recommendation. Due to a lack of a quorum, a final vote will be conducted via email.

3.b. Application for Citizen Representative: Tom LaBelle

Mr. LaBelle spoke about why he would like to be a citizen representative. Voting on his application was postponed until the July meeting.

4. Briefings/Discussion Items

4.a. Rural Town Centers and Corridor Call for projects

Doug McCormick reviewed the projects that were sent to PSRC for Snohomish County. Of the three, the Stanwood 90th Avenue right of way acquisition was the project chosen.

Mr. McCormick also reminded the members that funds were available from the Public Works Assistance Fund.

4.b. Snohomish County Tourism Bureau

Amy Spain spoke about tourism in Washington state and Snohomish County. Tourism is a nearly billion dollar industry in Snohomish County. Visitor spending in the county is up 5.7% from the previous year but Washington State is the only state in the union without a tourism office. The Washington Tourism Alliance (WTA) is membership-funded and is not a sustainable model. The membership keeps the website and call center open as well as providing for the distribution of literature. While the WTA budget is around \$481K, the neighboring states spend \$7M and up.

Tourism snapshot in Snohomish County:

- 2 people per travel party on average
- They stay an average of 2.9 nights
- They spend \$512 per travel party per day

This equals \$992.9M in tax revenue in Snohomish County

The effects of tourism in Snohomish County:

- More than 10K direct jobs
- More than \$256M in payroll
- More than \$31M in local taxes
- \$63M in state taxes

The branding of Snohomish County is "Open Up" and focuses on different aspects depending on the demographic, such as sports, shopping, the arts, outdoor lifestyle, weddings, and food. WTA utilizes most social media outlets including Flickr, Twitter, Facebook, Pinterest, and YouTube.

4.c. Sound Transit 3

1 Patrice Hardy and Kathy Leotta of Sound Transit spoke about the timeline and
2 up-coming phases of Sound Transit 3 (ST3), the leg between Lynnwood and
3 Everett.
4

5 Ms. Hardy talked about the steps Sound Transit must take in order to get
6 legislative authority for ST3. Within the Sound Transit benefit area there are five
7 subareas: Snohomish County, East King, North King, South King and Pierce
8 County. Money raised within those subareas must be spent on projects that
9 benefit those subareas.
10

11 Kathy Leotta explained the timeline, and stressed that the draft project list will be
12 reduced considerably over the next year before a project list is finalized. The
13 Sound Transit Board is committed to completing the light rail spine. Ms. Leotta
14 discussed specific projects on the draft list that are significant to Snohomish
15 County. The draft list is linked [here](#).
16

17 Ms. Hardy and Ms. Leotta announced there would be an open house the next
18 evening at Everett Station.
19

20 **4.d. Coordinator's Report**

21 Ms. Pruitt mentioned that the county council had taken action on the 2015
22 Comprehensive Plan update.
23

24 **5. Future Agenda Items**

25 Not discussed this meeting.
26

27 **6. Next Meeting Date**

28 The next regular Steering Committee meeting will be held from 6:00-8:00 p.m. on
29 Wednesday, July 22, 2015.
30

31 **7. Adjournment**

32 The meeting was adjourned at 7:49 p.m. by Co-chair Little.
33

34 All presentations given, discussions held, and actions taken at this meeting are kept on file (via recording) in
35 PDS until six years from December 31st of this year.